

IN THE ABSTRACT OF THE DISCLOSURE:

Please delete the abstract and insert the following new abstract:

A liquid crystal display apparatus which is adapted to divide one frame period into a preset writing period, a first writing period, a first holding period, a second writing period, and a second holding period, to be driven in this sequence. The first and second writing periods have reverse writing voltage polarities and the second writing period is set to be about 1/2 of the first writing period.